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**In the Claims**

Kindly amend the claims without prejudice, without admission, without surrender of subject matter, and without any intention of creating any estoppel as to equivalents as follows:

C<sup>9</sup>  
1. (Amended) A method of controlling unwanted cell proliferation in a subject in need thereof comprising:  
inducing differentiation in a cell;  
providing said cell with a photosensitizer (PS); and  
activating said PS, whereby the cell is of the type of the cell proliferation to be controlled, thereby killing the cell and controlling the unwanted cell proliferation.

C<sup>10</sup>  
7. (Twice Amended) The method of claim 1, further comprising administration to the subject of a compound which causes the accumulation of a PS, the formation of a PS, or is converted to a PS in the subject's body.

C<sup>11</sup>  
11. (Amended) The method of claim 1, wherein the subject has a malignancy of breast epithelial cells, and a PS and an antidiabetic compound or a ligand for a transcription factor is administered to the subject, wherein the antidiabetic compound or ligand induces differentiation of the cells.

12. (Amended) The method of claim 1, wherein the subject has prostate carcinoma and wherein the unwanted cell proliferation is of prostate cells, and a PS and dihydrotestosterone or liarozole are administered to the subject.

C<sup>12</sup>  
14. (Amended) A method of detecting the presence of a disorder characterized by unwanted cell proliferation comprising:

providing a differentiation agent to a cell of a subject to produce a differentiated cell;  
providing the cell with a light emitting agent;  
activating said agent; and  
detecting an increase in light emission between the differentiated cell and a control cell, thereby detecting the presence of a disorder characterized by unwanted cell proliferation.

Please add the following claims:

18. (New) A method of controlling unwanted cell proliferation in a subject in need thereof, wherein the unwanted cell proliferation is a neoplasia or a tumor, comprising:  
inducing differentiation in a cell;  
providing the cell with a photosensitizer (PS); and  
activating the PS, whereby the cell is of the type of the cell proliferation to be controlled, thereby killing the cell and controlling the unwanted cell proliferation.

19. (New) The method of claim 18, wherein the PS is administered to the subject.

20. (New) The method of claim 18, wherein a precursor of a PS is administered to the subject.

21. (New) The method of claim 18, wherein the PS includes chlorin e6 or a chlorin derivative.

22. (New) The method of claim 18, further comprising administration, to the subject, of a compound which causes the accumulation of a PS, the formation of a PS, or is converted to a PS in the subject's body.

23. (New) The method of claim 18, wherein the PS is coupled to a targeting moiety.

24. (New) The method of claim 18, wherein the subject has a malignancy of breast epithelial cells, and a PS and an antidiabetic compound or a ligand for a transcription factor is administered to the subject, wherein the antidiabetic compound or ligand induces differentiation of the cells.

25. (New) The method of claim 18, wherein the subject has prostate carcinoma and wherein the unwanted cell proliferation is of prostate cells, and a PS and dihydrotestosterone or liarozone are administered to the subject.

26. (New) A method of controlling androgen-dependent prostate cancer in a subject in need thereof comprising:

inducing differentiation in a prostate epithelial cell;  
providing the cell with a compound that induces photosensitizer (PS) accumulation, wherein the compound is 5-aminolevulinic acid (ALA); and  
activating the PS, thereby killing the cell and controlling the cancer.

27. (New) The method of claim 26, wherein the ALA is administered to the subject.

28. (New) The method of claim 26, wherein the ALA is coupled to a targeting moiety.

Please cancel claims 6 and 17 without prejudice, without admission, without surrender of subject matter, and without any intention of creating any estoppel as to equivalents.